information products and services

AUERBACH
INFO, INC.
121 n. broad st.
philadelphia
penna. 19107
215-491-8200
cable: auerinfo

Dear Sir:

Knowledge shared within a company is one of the keys to business success.

That is why data communications has emerged as the fastest-growing part of the entire information field.

And, when something grows as dynamically as this, many products are placed on the market just as quickly — designed, supposedly, to answer the need.

Some of the data communications equipment can serve well. Some might be ideal for your own computer-based system. But how will your company know? How can you gather and retain product knowledge in such an expanding area?

One way is by assigning your staff to study all equipment now available. But this means collecting manufacturers' manuals, reviewing and analyzing the information they contain, and determining what is compatible with your present system. This is tedious, time-consuming and perhaps inexact.

A better way is by subscribing to AUERBACH Data Communications Reports.

This complete analytical reference service offers exactly the information your staff seeks. AUERBACH has already done the work for you. Its findings are authoritative, independent, accurate and complete.

Your subscription includes the two-volume technical reference itself, with reports on every type of data communications equipment. It also includes quarterly supplements that expand and update the total service.

All this can be yours. At a cost of just 90¢ a day.

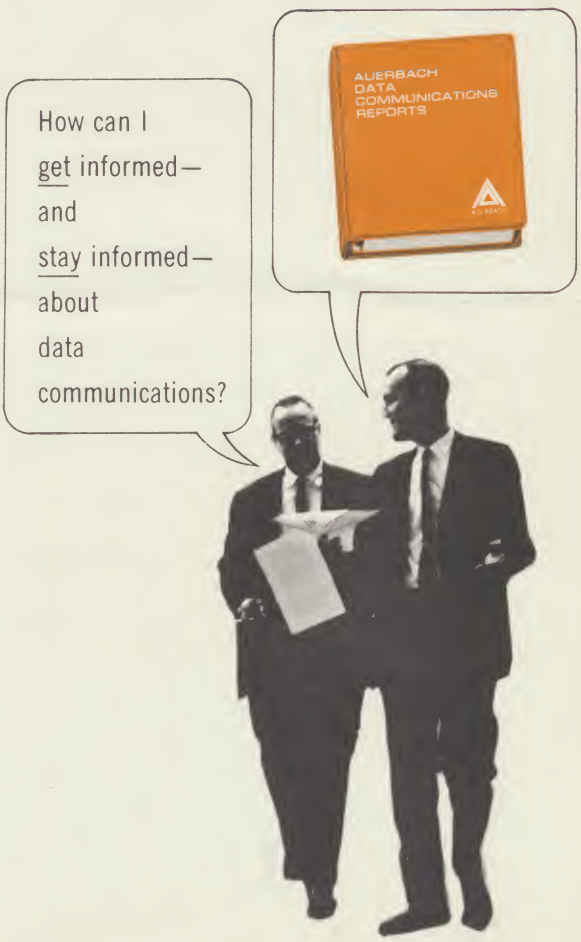
Just fill out the enclosed order card. That's the best first step toward product knowledge in data communications... and the best investment your company can make in this field.

Sincerely,

R. G. Scott

R. G. Scott
Director of Customer Relations

RGS:mv
Enclosure



What are the capabilities and costs of the Bunker-Ramo, GE, IBM, and RCA display terminals?

What's the most economical way to transmit data to and from our branch offices?

How fast is the UNIVAC DCT-2000 terminal? Can it be used with our computer?

Find solutions to *your* data communications problems in the pages of . . .

AUERBACH Data Communications Reports!

The questions on the reverse side of this page are typical of those asked by companies interested in data communications, the fastest-growing segment of the EDP field. Hundreds of companies are now finding the *answers* in AUERBACH Data Communications Reports.

This two-volume reference service, updated regularly to maintain its current-awareness value, is the authoritative, comprehensive source of information about data communications equipment and techniques.

WHAT IT CONTAINS

More than 50 detailed Equipment Reports analyze the characteristics, performance, and cost of equipment such as:

CRT display terminals	Bunker-Ramo Series 200 GE Datanet-760
Voice response units	IBM 7770 and 7772 RCA 70/510
Communications processing systems	Collins Data Central Control Data 8090/8050
Typewriter terminals	Kleinschmidt 300 Series Teletype Models 28, 32, 33, 35
Multi-line communications controllers	Burroughs 3353 IBM 2701, 2702, 2703
High-speed terminals	IBM 2780 UNIVAC DCT 2000
Single-line communications controllers	Honeywell 281 RCA 70/653

Each report covers the basic functions of the equipment, its configuration rules, input/output media, data transmission capabilities, error detection and correction facilities, operating procedures, physical specifications, and purchase/lease prices—all in a standardized format that helps you make direct, objective comparisons.

Other major sections of AUERBACH Data Communications Reports are:

COMMON-CARRIER FACILITIES

Characteristics and costs of the many communications facilities and services offered by the Bell System, Western Union, and other common carriers.

SYSTEM DESIGN

Clearcut explanations of data communications concepts and techniques, plus expert guidance in applying them to your specific needs.

COMPARISON CHARTS

Key characteristics of the commercially-available data communications equipment, in formats designed for rapid references and straightforward comparisons.

USERS' GUIDES

Explanations of the report entries and the numerous ways they can aid in solving your problems.

Quarterly supplements keep all of this material up to date and bring you prompt reports on new developments in the field.

WHY YOU NEED IT

AUERBACH Data Communications Reports is the one reference service that has been specifically designed to help you understand and apply the current technology and new developments in the dynamic field of data communications.

Whether you are designing a new system or improving an existing one, the facts and objective appraisals in these unique volumes will enable you to select and operate the facilities that will most effectively meet your data communications needs.

In summary, a subscription to AUERBACH Data Communications Reports provides you with the services of a staff of experts—at a cost of just pennies a day.

information products and services
AUERBACH Info, Inc.
121 north broad street
philadelphia, pa. 19107

AUERBACH®

Purchase Order No. Date Authorized Signature

AUERBACH®

☐ Please enter my order for a subscription to: AUERBACH Data Communications Reports. Subscription Rate $325.00* per year. This entitles me to the complete Data Communications Reports **plus quarterly supplements during the subscription year.**

*Subject to federal, state and local taxes and overseas costs where applicable. Renewal rate, $250.00 per year, subject to these same taxes and costs where applicable.

BILL TO: Name_____

Title or Organization_____

Address_____

_____

_____

SHIP TO: Name_____

Title or Organization_____

Address_____

_____

_____

Please Forward Additional Information About:

☐ **AUERBACH Data Communications Reports**

☐ Please have an AUERBACH representative Telephone—Or call collect: 215-491-8359

☐ AUERBACH Standard EDP Reports

☐ AUERBACH Computer Notebook

☐ AUERBACH Data Communications Reports

30127-2 A

BUSINESS REPLY MAIL No Postage Stamp Necessary if Mailed in the United States

FIRST CLASS
PERMIT NO. 25727
PHILADELPHIA, PA.

Postage will be paid by

AUERBACH INFO, INC.
121 North Broad Street
Philadelphia, Pennsylvania 19107

Attn.: R. G. Scott